



State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES

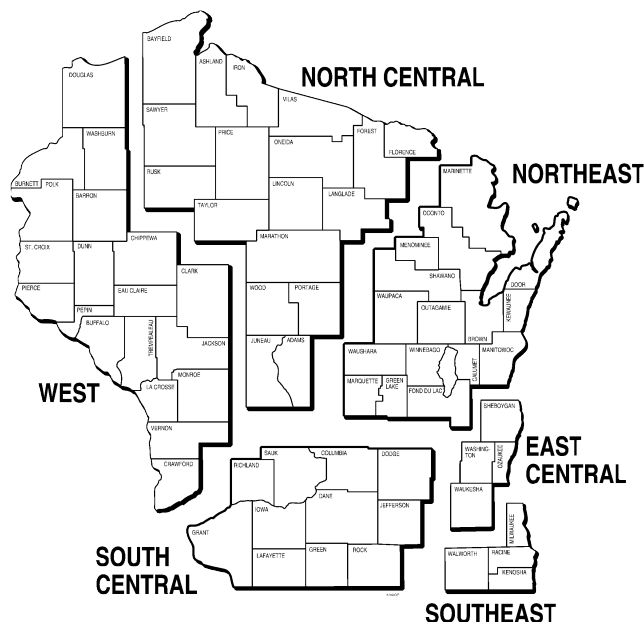
Tree City USA Certification, Recertification and Growth Award Application Packet

Application Deadline – December 31

Participating in the Tree City USA program represents an important commitment to community tree management. The Wisconsin Department of Natural Resources can provide technical and educational assistance to help you develop a sustainable community forestry program.

This packet contains all required forms for the National Arbor Day Foundation's Tree City USA application. It also contains step-by-step instructions and worksheets to report forestry program expenditures and activities.

Please read the enclosed instructions carefully. Incomplete applications cause processing delays and can result in failure of award materials to arrive in time for local Arbor Day observances. Send your completed application including all specified documentation to your regional urban forestry coordinator (see map at right and list below). Please contact your regional urban forestry coordinator with questions.



Wisconsin Regional Urban Forestry Coordinators

West

Cindy Casey
Regional Urban Forestry Coord.
1300 West Clairemont Ave.,
Box 4001
Eau Claire, WI 54702
Phone: (715) 839-1606
Fax: (715) 839-6076
Email: Cynthia.Casey-Widstrand@wi.gov

South Central

Jeff Roe
Regional Urban Forestry Coord.
3911 Fish Hatchery Road
Fitchburg, WI 53711
Phone: (608) 275-3256
Fax: (608) 275-3338
Email: Jeffrey.Roe@wi.gov

North Central

Don Kissinger
Regional Urban Forestry Coord.
5301 Rib Mountain Drive
Wausau, WI 54401
Phone: (715) 359-5793
Fax: (715) 355-5253
Email: Don.Kissinger@wi.gov

Northeast

Tracy Salisbury
Regional Urban Forestry Coord.
2984 Shawano Ave.
P.O. Box 10448
Green Bay, WI 54307-0448
Phone: (920) 662-5450
Fax: (920) 662-5159
Email: Tracy.Salisbury@wi.gov

Southeast & East Central

Kim Sebastian
Regional Urban Forestry Coord.
2300 N. Martin Luther King Jr. Dr.
Milwaukee, WI 53212
Phone: (414) 263-8602
Fax: (414) 263-8483
Email: Kim.Sebastian@wi.gov

Application checklist: Remember to address each item below prior to submitting your application.

Note: *The forms in this packet are the only ones you'll need for the Tree City USA application. The NADF has approved this packet in lieu of their standard form.*

- ___ Contact information and signatures (completed worksheet on p. 3).
 - ___ List of tree board/commission members and meeting dates and/or name of department and person in that department in charge of your community's tree care program (completed worksheet on p. 4).
 - ___ A copy of your community's tree ordinance only if you are a new applicant or if you are applying for recertification and your ordinance has changed since your last application.
 - ___ Tree City USA budget worksheet (completed worksheet on p. 5).
 - ___ Supporting budget documentation. ***If documentation includes non-program costs, forestry expenditures must be clearly identified.***
 - ___ Annual work plan (completed worksheet on p. 7).
 - ___ Annual accomplishment report (completed worksheet on p. 8).
 - ___ Arbor Day observance program/schedule and/or news coverage of event.
 - ___ Arbor Day proclamation.
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- ___ Growth Award application and documentation, only if you are applying for a Growth Award, (form and instructions on page 11). ***Please note that the Growth Award application is a separate application.***

For more information on the Growth Award application: please contact your Regional Urban Forestry Coordinator or go to the NADF website:

Categories listing: <http://www.arboday.org/programs/TreeCityGrowthAwd.cfm>

Application form: <http://www.arboday.org/programs/graphics/tree-city-usa/growth-award.pdf>

Wisconsin Tree City USA Completing the Application



As _____ of the _____ of _____,
(Title -Mayor or other city official) (city, village, town, tribe, etc.) (name of municipality)

I herewith make application for this community to be officially certified as a Tree City USA for _____(year),
having achieved the standards set forth by The National Arbor Day Foundation as noted herein.

Please PRINT LEGIBLY OR TYPE the following information. A complete address is necessary.

Mayor, Village President or equivalent

Name: _____
Title: _____
Address: _____
City, State, Zip: _____
Phone#: _____
Email: _____

Community Forestry Contact *

Name: _____
Title: _____
Address: _____
City, State, Zip: _____
Phone#: _____
Email: _____

***Community Forestry Contact:** This person may be the Parks Supervisor, Maintenance person, Public Works Director, City Manager, volunteer, etc.

Signature required: The person who is making application must **sign** the application on the line below.

_____ Signature	_____ Title	_____ Date
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Certification

(to be completed by the state forester)

(Community)

The above named community has made formal application to this office. I am pleased to advise you that we reviewed the application and have concluded that, based on the information contained herein, said community is eligible to be recertified as a Tree City USA, for the calendar year, having in my opinion met the four standards of achievement in urban forestry.

Signed _____
State Forester Date

Person in State Forester's Office who should receive recognition material:

Name: _____ UPS Address: _____

Title: **Regional Urban Forestry Coordinator** City, State, Zip: _____

Agency: **WI DNR** Phone #: _____

Email: _____

Standard 1: Tree Board or Department

Please Check Appropriate Box:

- ☐ New Application
☐ Recertification

List your community's tree board or commission members and the meeting dates for the past year, or indicate the name of the city department and manager responsible for your tree program.

Name of Board or Commission which oversees your community tree program: _____

Date Established (first-time applicants only): _____

Commission/Board Members:

_____	_____
_____	_____
_____	_____
_____	_____

Meeting Dates for 20__: _____

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

-AND/OR-

Department in charge of your community tree program: _____

Standard 2: A Community Tree Ordinance

Please mark the appropriate box:

- ☐ **First-time certification:** Please **include/attach** a copy of your tree ordinance.
 Please list the date ordinance was established: _____.
- ☐ **Recertification:** Our ordinance as last submitted is unchanged and still in effect.
- ☐ **Recertification:** Our ordinance has been changed. *The new version is attached.*
 Effective date of ordinance revision: _____

Standard 3 - Part One: A Community Forestry Program with an Annual Budget of at Least \$2 Per Capita

Tree City USA Budget Worksheet

To qualify for Tree City USA certification, your forestry program costs for the year must total at least \$2 per capita. Volunteer labor/services and other program donations may count toward the budget total. *Qualifying activities and value standards for volunteers are listed on the back of this page.* Please complete the worksheet below and **attach supporting budget information**. If your supporting documentation includes non-program costs, **please clearly identify the forestry expenditures. Pro-rate salaries and benefits listed for #2–5, as necessary, to reflect only the portion related to eligible forestry activities.**

1. **Your Community population:** 1) _____

2. **Tree Planting and Initial Care** - Include salaries and benefits, volunteer time, plant material, equipment use, planting, watering, mulching, & vegetation control (at planting sites only).
Do NOT include activities listed in item 7 below. 2) \$ _____

3. **Community Forest Management** - Include salaries and benefits, volunteer time, expenses for public education, professional training, memberships, street and park tree inventory, pest management, fertilization, risk tree assessment, pruning and associated costs.
Do NOT include utility tree pruning costs or activities mentioned in item 7 below. 3) \$ _____

4. **Tree Removals** - Include salaries and benefits, volunteer time and all other costs associated with tree removals. *Do NOT include utility tree removal costs or activities mentioned in item 7 below.* 4) \$ _____

5. **Administrative Expenses** - Include salaries and benefits, volunteer time and all other costs of activities such as contract management, grant administration, supervision and other forestry program management activities. 5) \$ _____

6. **Utility Expenses**
 - a) Line clearance is not tree maintenance, per se. Utility trimming expenses are allowed only if the utility is a partner in your community's tree program, and complies w/ANSI A300 pruning standards.
6a) Enter amount here: \$ _____

 - b) The maximum allowed for utility expenses is \$1 per capita.
(Please enter the smaller of line 1 or 6a) 6b) \$ _____

7. **Other Activities**
 - a) Other associated costs not already mentioned, such as costs for *storm cleanup, brush pick-up from non-public properties, chipping of brush from non-public properties, etc.* (please describe these activities on the next page).
7a) Enter amount here: \$ _____

 - b) The maximum allowed for these other activities is \$0.50 per capita.
(Please enter the smaller of line 7a, or line 1 times 0.5) 7b) \$ _____

8. **Total Forestry Budget**
Add lines 2, 3, 4, 5, 6b and 7b and enter here.
To qualify for Tree City USA, line 8 must be at least twice the population. **TOTAL 8) \$ _____**

Signed _____ Date _____

Title _____

Please list here the activities for which you are claiming costs under item 7 on page 5:

Tree City USA Qualifying Expenditures

The following expenses for public tree care (street, park, cemetery) may be counted towards the \$2 per capita requirement of **Standard 3**:

- administrative time
- Arbor Day program
- chipping (maximum of \$0.50 per capita)
- computer inventory software
- contract work
- equipment maintenance and use
- equipment purchases (large equipment can be depreciated over life span)
- equipment rental (chipper, bucket truck, stump grinder, etc.)
- fertilizing
- insect control on trees
- insurance
- memberships in and donations to tree organizations
- mulching
- pick-up and/or chipping of tree trimmings from private properties (maximum of \$0.50 per capita)
- prizes for Arbor Day contests
- public education materials - brochures, newsletters, etc.
- staff salaries and benefits (or portion thereof) to accomplish the tasks listed on this page (subject to noted limits)
- stump and root removal
- survey or inventory expenses
- tree board salary (most are volunteer, some are paid)
- tree care conferences and workshops attended by community workers and/or volunteers
- Tree moving/relocation
- tree pruning (excluding utility pruning)
- tree purchases and planting
- tree removal (excluding utility removals)
- utility pruning and removals (maximum of \$1 per capita)
- watering
- volunteer labor/time (see table below for rates)
- value of donated materials (including trees)

(grant funds expended for any of these items may be counted)

Items *not* eligible toward Tree City USA

- lawn mowing
- leaf pick-up
- tree work on non-public property
- weed and brush control not related to planting areas (i.e., right-of-ways, etc.)

Value Standards for Donations:

(certification and recertification use)

The value allowed for donated labor will be as follows:

1. **Laborer (age 12 and above) - \$6.50/hr.**
Provides unskilled, manual labor such as site preparation, planting, watering, mulching, data gathering or entry, surveying for insects and diseases, pruning, bookkeeping and clerical work, etc.
2. **Other Project Workers - \$15.40/hr.**
Includes any other labor donated to the project, such as project planning, recruiting, and training workers, arranging for supplies or facilities, scheduling workers or activities, or tree board members acting in their advisory capacity.

Standard 3 - Part Two (a): Annual Work Plan

Please provide the annual work plan showing work completed during the past year. The worksheet below has a column for every month, January–December, in which dots represent weeks. See the instructions and example on the next page. Please **complete the worksheet below and the accomplishment report** on the back of this sheet. Consider using a copy of this form to plan next year's activities.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Annual planning and review session												
a. prioritize work
b. organize activities, people, dates
c. budget planning; budget hearings, etc.
2. Tree planting												
a. survey potential planting sites
b. select locations, species, cultivars
c. bid out contract planting
d. public notice/notify affected property owners
e. announce and hold public hearings
f. order trees
g. receive, inspect, store trees
h. plant trees, prune and stake
i. water as needed
3. Tree pruning												
a. identify & prioritize pruning needs
b. schedule crews, equipment, supplies
c. bid out contract pruning
d. public notice/notify affected property owners
e. supervise pruning and disposal of brush
4. Tree removals												
a. identify & prioritize removals
b. public notice/notify affected property owners
c. announce and hold public hearings
d. schedule crews, equipment, supplies
e. bid out contract removals
f. stump grinding, reseeding
5. Public relations												
a. report to municipal officials
b. news releases
c. news and TV coverage of events
d. submit Tree City USA application
e. develop UF grant project
f. complete UF grant application
g. plan and hold Arbor Day celebration
h. conduct youth education
6. Other tasks												
a. water vulnerable trees
b. fertilize deficient trees
c. survey, monitor, control diseases and insects
d. clean up storm breakage
e. risk tree survey & assessment
f. educational opportunities for tree commission
g. training and safety education of tree workers
h. remove stakes and tree wrap
_____
_____
_____
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Standard 3 - part two (b): Community Forestry Program Annual Report

Narrative: (A statement or paragraph that highlights your activities and successes *this past year*).

Accomplishments (Past Year): Please mark (✓) all that apply and add any not listed. Specify numbers where indicated.

- A. ___ Revised tree ordinance (if checked, please attach copy) B. ___ Gave #___ public presentations about trees or tree care
- C. ___ Planted #___ street trees #___ park trees D. ___ Pruned/trimmed #___ trees.
#___ other trees
- E. ___ Removed #___ dead/dying/hazardous trees F. ___ Distributed #___ educational publications
- G. ___ Conducted tree inventory H. ___ Prepared/updated management plan
- I. ___ Attended educational / training program:
 ___ State Urban Forestry Conference
 ___ DNR Urban Forestry Fall Workshop
 ___ other forestry training as described: J. ___ Wrote/revised bid/contract specs for tree work

Other accomplishments not listed above:

Annual Work Plan Worksheet Instructions and Example

To complete the annual work plan worksheet on the front side of this page: For each activity, place an 'x' on top of the dots for each week of the year your community was involved in that activity. Each dot represents one week. The worksheet assumes four weeks per month. (This example shows only a portion of the worksheet)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Annual planning and review session												
a. prioritize work	..XX	X..
b. organize activities, people dates	X...	X...	XX..	X...	X.X.
2. Tree planting												
a. survey potential planting sitesX	XX..
b. select locations, species, cultivars	XXX.
c. bid out contract planting	XXXX
d. public notice/notify ... property owners	XXXX
e. announce and hold public hearings
f. order treesX..
g. receive, inspect, store treesXX.XX
h. plant trees, prune and stakeX	XX..	XX..
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Standard 4: An Arbor Day Observance and Proclamation

Please **fill in** the date your Arbor Day observance was held _____. **Attach a copy of your community's Arbor Day proclamation for the year for which you are applying. Attach appropriate documentation that documents some type of Arbor Day celebration was held.** Documentation should include a program/schedule or description of the Arbor Day event(s) and press coverage of the event if available. Include any other information that shows how your Arbor Day event was planned and/or carried out.

TREE CITY USA GROWTH AWARD

Application

Mail completed application with requested attachments to your state forester no later than December 31.

As _____ of the city of _____,
(Title — Mayor or other city official)

I herewith make application for this community to receive the Tree City USA Growth Award as we

- certified as a Tree City USA last year and have submitted an Application for Recertification this year.
- spent at least as much on our community forestry program this year (\$_____) as we did last year (\$_____) (fill in amounts reported on Tree City Applications.)
- earned 10 or more points according to Growth Award Eligible Activities (which were new or significantly improved this year.)
- attached documentation for each Eligible Activity for which we seek recognition as listed below.
(Appropriate documentation includes narrative descriptions, copies of documents, copies of printed brochures and newspaper clippings.)

City Forestry Contact who can answer questions about the application:

Signature	Name	Title
Title	Address	
Email	City, State, Zip	Phone #

ACTIVITY NUMBER	ELIGIBLE ACTIVITY NAME	# OF POINTS EARNED	DESCRIBE BRIEFLY (attach documentation)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

TOTAL
POINTS _____

Growth Award Certification

(To Be Completed By The State Forester)

(Community)

The above named community has made formal application to this office. I am pleased to advise you that we reviewed the application and have concluded that, based on the information herein, said community is eligible to receive the Tree City USA Growth Award, for the _____ calendar year, having in my opinion met the Growth Award criteria specified in this application.

Signed _____
State Forester Date _____

Tree City USA Growth Award Application Instructions

The Tree City Growth Award recognizes Tree City communities that have made a **significant improvement** in their tree care efforts. To be eligible, communities must have been a Tree City the previous year AND must have spent at least as much this year on their tree program as last year.¹ To qualify for the Growth Award, eligible communities must have completed activities listed in the Growth Award application which total 10 or more points. **Only those activities completed in the application year are eligible.**

Growth Awards are not intended to be earned every year. The award is to recognize significant program growth through special projects or high-level efforts to improve tree care in the community. Most Growth Award activities are only eligible the *first* year they are implemented. To be eligible in subsequent years, the activity must have been significantly improved. For example, if your community started a continuing education program for staff (activity A8) and used that activity to earn a Growth Award, that same activity cannot be used toward a Growth Award in a subsequent year simply for having taken additional training. Contact your regional urban forestry coordinator (see page 1) with any questions.

Please fill in all the information where specified on the Growth Award application. Use the amount shown on your previous year's Tree City application (Standard 3) for the amount spent on your forestry program last year. For each activity you are claiming toward a Growth Award, list the activity number, name of the activity and the number of corresponding points. Attach separate sheets to document and describe each activity as appropriate. Qualifying activities must be described and documented in sufficient detail to merit points. Some examples are shown below. Mail the completed Growth Award application and accompanying documentation along with your Tree City USA application to your regional urban forestry coordinator **by December 31** (see map on page 1).

Examples of good activity descriptions

- B1 New Project or Organization - The city and area public schools have started a joint nursery project. The purpose of this project is to give students experience in growing and caring for nursery stock. The partners feel that when stock is ready for transplanting, the school system or city will have the necessary sites where the stock can be used.

The educational portion of this venture will provide the students experience in the care and growing of the tree stock. This will also provide students with business experience when they sell their planting stock.

At present, the school system will have the site on their property. The city will supply the compost for the beds and much of the mulch in the future.

The present site is 12 acres with room for expansion. The first seedlings will be planted next year. As the nursery develops, trees will be offered for sale to residents. Labor and supervision will be supplied by students and teachers of the school district.

- B7 Engineering/Forestry Coordination – In 2005, the city adopted a sidewalk installation policy for the entire city. Previously, the city had no firm policy. Most subdivisions and commercial buildings developed in the last 25 years do not have sidewalks on their property. The city hired a consultant to determine which areas of the city most needed sidewalks. This year, the city began using the new plan and started installing sidewalks on both sides of the street.

After 25 years without sidewalks, neighborhoods and businesses expressed a lot of concern regarding the installation of the sidewalks. One of the many problems with installing the sidewalks were trees. The engineering technician and the city forester worked together to determine sidewalk locations to minimize impact on terrace and private trees. **A copy of the new sidewalk policy is enclosed.**

Also starting in August of 2007, the city started planning for major improvements to 3 streets [listed]. The city hired a consulting firm to do the engineering for the roadway improvements. The construction for the projects is scheduled for 2009 and 2010. It has been very important that the city forester has been included in the planning of these projects since the very beginning.

Enclosures: Notice of first public informational meeting, map of project locations and road improvement detail, public comment form, minutes of meeting, list of attendees, sidewalk repair policy with tree policies highlighted.

¹ Note - If expenditures for this year's tree program are less than last year due to special projects or extenuating circumstances, you might still be eligible for a Growth Award. Provide a written explanation for the reason spending is less this year than last. If you are unsure as to what constitutes a special project or situation, call your regional urban forestry coordinator.